ALL THE KING'S MEN
Analysis of Four Ads
Ads "I", "J", "K", "L"

Top Drawer

ARI FACTS

Confidential for Executives of

COLUMBIA PICTURES CORP.

Copies to:

NEW YORK

Mr. Jack Cohn
Mr. A. Schneider
Mr. A Montague
Mr. N. B. Spingold
Mr. Arthur Schmidt
Mr. L. Lipskin

HOLLYWOOD

Hold

AUDIENCE RESEARCH INC.
PRINCETON NEW YORK HOLLYWOOD

COL-4905-49-26
August 10, 1949

CONFIDENTIAL FOR THE EXECUTIVES OF

COLUMBIA PICTURES CORP.

ARI has completed the want-to-see measurements of four more advertisements for *ALL THE KING'S MEN*. The four advertisements tested have been designated Ads "I", "J", "K", and "L".

Ad "I" - Copy: "In the tradition of the greatest motion pictures." "Debauchery in high places. Passions loosed in the streets. Traffic in souls behind drawn shades."

Ad "J" - Copy: "The Pulitzer Prize winning novel becomes a vital, very great motion picture." "A brilliant, merciless study of a man in our time, his morals, manners and women."

In this ad the picture's title is the dominant feature.

Ad "K" - Copy: "The story of a scoundrel." "He might have been a pretty good guy if too much power and women hadn't gone to his head."

This ad has a torn photograph as the dominant note.

Ad "L" - Copy: "He thought he had the world by the tail till it exploded in his face with a bullet attached."

This is another of the ads with a balcony scene. The two previously tested with the balcony were Ads "G" and "H".

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

The national want-to-sees produced by the four advertisements tested were as follows:

Ad "I"	47
Ad "J"	54
Ad "K"	49
Ad "L"	57

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

MARKET BREAKDOWN OF REGULAR WANT-TO-SEE (TITLE AND CAST) AND AD WANT-TO-SEES

	Regular Want-To-See (Title & Cast)	Ad "I"	Ad "J"	Ad "K"	Ad "L"
TOTAL	30	47	54	49	57
MALES	34	56	61	62	63
FEMALES	26	40	48	38	51
AGES: 12-17	31	47	48	45	55
18-30	27	44	54	44	57
31-Up	33	52	59	58	57
INCOMES: Upper and Middle	27	39	53	46	51
Lower	32	52	54	51	61
FREQUENCY OF ATTENDANCE:					
Less Than Once a Week	27	46	53	46	58
Once a Week	29	44	54	49	55
More Than Once a Week	36	54	57	53	58
SIZE OF COMMUNITY:					
10,000 - 100,000	27	42	48	40	56
100,000 - 500,000	34	48	57	48	56
Over 500,000	29	51	56	57	58
EDUCATION LEVEL:					
College, Technical and Business School	27	43	59	48	59
High School	25	44	54	47	55
Other	35	54	54	56	61
First-Run Customers in Cities Over 100,000	33	43	59	59	57

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

WHAT MOVIE-GOERS THINK THE PICTURE "ALL THE KING'S MEN" WILL BE ABOUT AFTER LOOKING AT AD "I"

	ALL PERSONS INTERVIEWED %	Those Persons Interviewed Who, After Looking At The Ad, Said: THEY WANTED TO SEE THE PICTURE %	THEY DIDN'T WANT TO SEE THE PICTURE %
A ruthless, ambitious, domineering, dishonest man	26	31	21
Sex, immorality	26	21	32
Politics, dishonest politician	11	10	11
Gangsters	10	11	10
Mystery	7	7	7
Crime	6	6	6
Murder	5	4	5
Love	5	4	5
Biography, life of man of our times	3	3	3
Huey Long	2	2	1
Excitement, action	2	2	2
Historical	1	2	1

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

WHAT MOVIE-GOERS THINK THE PICTURE "ALL THE KING'S MEN" WILL BE ABOUT AFTER LOOKING AT AD "J"

	ALL PERSONS INTERVIEWED %	Those Persons Interviewed Who, After Looking At The Ad, Said: THEY WANTED TO SEE THE PICTURE %	THEY DIDN'T WANT TO SEE THE PICTURE %
Gangsters	20	19	21
Biography, life of man of our times	18	22	11
War, revolution	13	11	16
A ruthless, ambitious, domineering, dishonest man	9	8	12
Love	8	8	8
Sex, immorality	8	6	12
Fighting	6	6	7
Politics, dishonest politician	6	6	7
Murder	5	3	8
Historical	4	5	2
Crime	4	3	5
Excitement, action	3	4	2
Mystery	2	2	3
Huey Long	1	2	-

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

WHAT MOVIE-GOERS THINK THE PICTURE "ALL THE KING'S MEN" WILL BE ABOUT AFTER LOOKING AT AD "K"

		Those Persons Interviewed Who, After Looking At The Ad, Said:	
	ALL PERSONS INTERVIEWED %	THEY WANTED TO SEE THE PICTURE %	THEY DIDN'T WANT TO SEE THE PICTURE %
A ruthless, ambitious, domineering, dishonest man	36	38	33
Gangsters	29	13	45
Sex, immorality	15	16	15
Politics, dishonest politician	10	12	8
A man's rise and fall, successes and failures	7	8	6
Murder	6	3	9
Fighting	6	2	9
Gambling	5	3	6
Love	3	4	2
Crime	3	1	5
Excitement, action	2	2	1
Huey Long	1	1	1

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

WHAT MOVIE-GOERS THINK THE PICTURE "ALL THE KING'S MEN" WILL BE ABOUT AFTER LOOKING AT AD "L"

	ALL PERSONS INTERVIEWED %	Those Persons Interviewed Who, After Looking At The Ad, Said: THEY WANTED TO SEE THE PICTURE %	THEY DIDN'T WANT TO SEE THE PICTURE %
A ruthless, ambitious, domineering, dishonest man	22	24	18
Gangsters	21	12	40
Politics, dishonest politician	16	16	15
Murder	7	4	12
Crime	5	3	9
Gambling	5	2	10
A man's rise and fall, successes and failures	4	4	3
Mystery	3	2	5
Fighting	3	2	5
Love	2	2	3

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "I"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Curious - want to see what it's about	14	-	+14
Excitement	7	-	+ 7
Heard about or read book	6	-	+ 6
Pulitzer Prize winner	4	-	+ 4
Mystery	3	1	+ 2
John Derek	1	-	+ 1
Different, unusual	1	-	+ 1
Crime	1	1	0
Murder	1	1	0
Broderick Crawford	-	1	- 1
Gangsters	-	1	- 1
Sex, immorality	2	4	- 2
Cast	3	5	- 2
Looks dull	-	13	-13

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "J"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Excitement	16	-	+16
Curious - want to see what it's about	9	-	+ 9
Heard about or read book	7	-	+ 7
Biography, life of man of our times	4	1	+ 3
Pulitzer Prize winner	4	-	+ 4
Educational	3	-	+ 3
Gangsters	2	1	+ 1
Mystery	1	-	+ 1
John Derek	1	-	+ 1
Different, unusual	1	-	+ 1
Cast	4	4	0
Fighting	2	2	0
Sex, immorality	3	4	- 1
Crime	-	1	- 1
Murder	-	1	- 1
Historical	-	1	- 1
Looks dull	-	6	- 6

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "K"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Curious - want to see what it's about	16	-	+16
Excitement	8	-	+ 8
Pulitzer Prize winner	5	-	+ 5
Heard about or read book	5	-	+ 5
Cast	6	6	0
Crime	1	1	0
Mystery	1	1	0
Broderick Crawford	1	1	0
Murder	1	2	- 1
Fighting	1	2	- 1
Sex, immorality	1	2	- 1
Cruelty	-	1	- 1
Gangsters	1	3	- 2
Looks dull	-	10	-10

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

CONFIDENTIAL FOR THE EXECUTIVES OF
COLUMBIA PICTURES CORP.

MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "L"

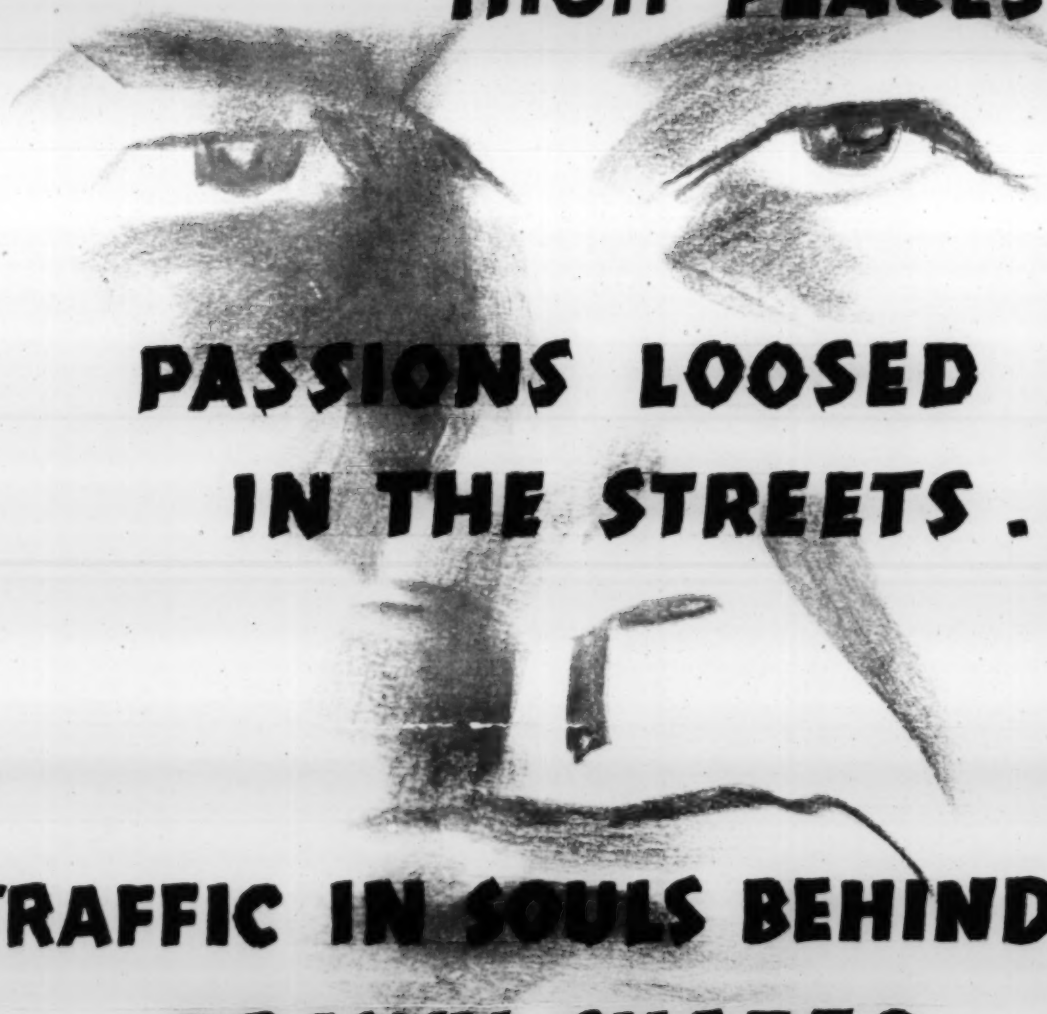
	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Excitement	16	-	+16
Curious - want to see what it's about	16	-	+16
Pulitzer Prize winner	8	-	+ 8
Heard about or read book	3	-	+ 3
Cast	5	3	+ 2
Money, power, greed	2	-	+ 2
Mystery	2	-	+ 2
Historical	1	-	+ 1
Broderick Crawford	1	-	+ 1
Different, unusual	1	-	+ 1
Crime	1	1	0
Murder	2	3	- 1
Sex, immorality	-	1	- 1
Fighting	1	3	- 2
Looks dull	-	3	- 3
Gangsters	2	6	- 4

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

Ad "I"

IN THE TRADITION OF THE GREATEST MOTION PICTURES...

DEBAUCHERY IN HIGH PLACES...



PASSIONS LOOSED IN THE STREETS...

TRAFFIC IN SOULS BEHIND DRAWN SHADES...

COLUMBIA PICTURES presents

ROBERT ROSSEN'S PRODUCTION of

ALL THE KING'S MEN

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren

with Broderick CRAWFORD · John DEREK · Joanne DRU · John IRELAND

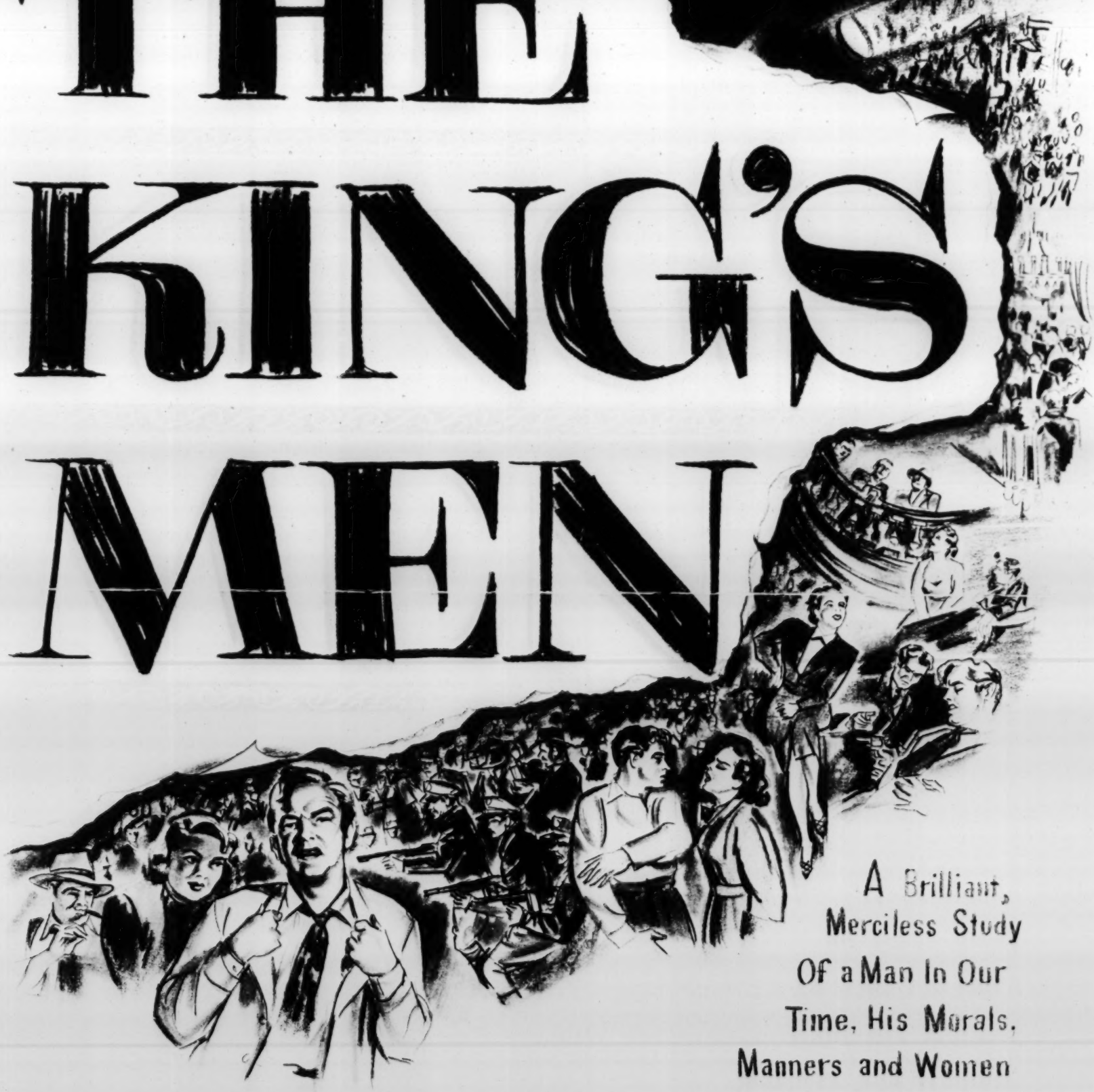
Written For the Screen and Directed by ROBERT ROSSEN

A PULITZER PRIZE NOVEL BECOMES A MOTION PICTURE OF GREAT STATURE

Ad "J"

ALL THE KING'S MEN

THE PULITZER PRIZE WINNING NOVEL BECOMES A VITAL, VERY GREAT MOTION PICTURE



A Brilliant, Merciless Study Of a Man In Our Time, His Morals, Manners and Women

ROBERT ROSSEN'S PRODUCTION OF **ALL THE KING'S MEN**

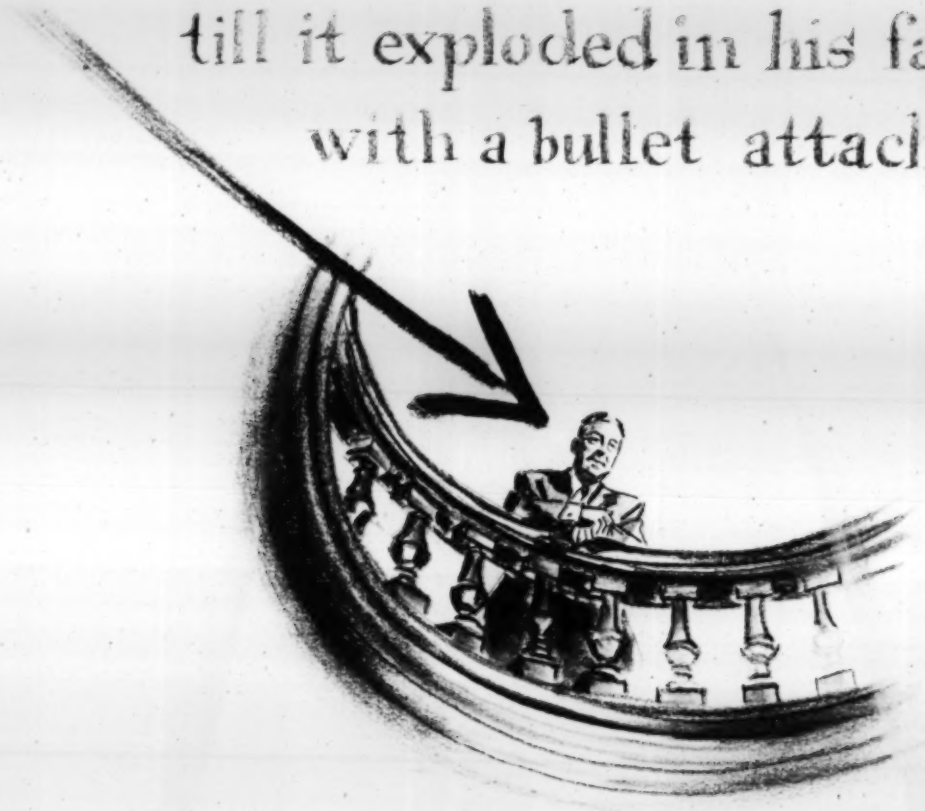
Based upon the Pulitzer Prize Novel "All The Kings Men" by Robert Penn Warren

...rick CRAWFORD John DEREK Joanne DRU John IRELAND, • Written for the Screen and Directed by ROBERT ROSSEN

The story of a scoundrel...
he might have
been a pretty good guy...
if too much power...
and women...
hadn't gone
to his
head...
THE PULITZER PRIZE WINNING NOVEL BECOMES A VITAL, VERY GREAT MOTION PICTURE
COLUMBIA PICTURES
presents
ROBERT ROSSEN'S PRODUCTION
ALL THE KING'S MEN
Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren
Broderick CRAWFORD John DEREK Joanne DRU John IRELAND
Written for the Screen and Directed by ROBERT ROSSEN

Ad "L"

HE thought he had the world by the tail...
till it exploded in his face...
with a bullet attached...



at the current wages of sin...

The Pulitzer Prize winning novel
becomes a vital, very great
motion picture

COLUMBIA PICTURES
presents

ROBERT ROSSEN'S PRODUCTION
of

ALL THE KING'S MEN

Based upon the Pulitzer Prize Novel "All The Kings Men by Robert Penn Warren

with Broderick CRAWFORD John DEREK Joanne DRU John IRELAND

Written for the Screen and Directed by ROBERT ROSSEN